

**Utah Dept. of Agriculture & Food Questionnaire**

Date: June–July 2008  
 Universe: General public—Wasatch Front  
 Sample size: 210  
 Margin of error: +/- 7%

Hello. I'm \_\_\_\_\_ with Dan Jones & Associates, an independent research firm in Salt Lake City. We are conducting a survey of Utah residents regarding our food supply. May I speak with one of the heads of your household? Will you help us by answering a few questions? (AS NEEDED: This survey usually takes about 8 or 9 minutes. AS NEEDED: We are only interested in your opinion. We are not selling anything.)

Please rate the importance, to you personally, of each of the following six issues. Please use a 1-to-5 scale. One means not at all important and five means very important.

(ROTATE LIST)		Not at all important				Very important	Don't know (VOL)	Mean score
		1	2	3	4	5		
1.	Crime	0%	4%	11%	17%	67%	1%	4.49
2.	Education	1%	1%	2%	15%	80%	0%	4.72
3.	A safe food supply	0%	2%	8%	19%	70%	0%	4.57
4.	The environment	3%	2%	17%	31%	47%	0%	4.57
5.	The economy	0%	2%	4%	30%	65%	0%	4.17
6.	Health care	0%	2%	9%	27%	61%	0%	4.47

The State of Utah has a variety of agencies. Have you heard of the following and, if so, how familiar are you with the agency?

(ROTATE LIST)		Never heard of	Heard name only	Somewhat familiar	Very familiar	Don't know (Don't read)
7.	Department of Natural Resources	10%	27%	46%	17%	1%
8.	Department of Environmental Quality	21%	33%	36%	10%	0%
9.	Department of Health	0%	13%	41%	45%	0%
10.	Department of Agriculture and Food	5%	21%	51%	22%	0%
11.	Department of Human Services	9%	24%	42%	26%	0%
12.	Department of Commerce	8%	39%	38%	16%	0%

Each year, the Utah State Legislature allocates funding to accomplish different tasks. Do you feel that they should provide more funding for each of the following tasks: (Would that be definitely or probably should / should not?)

(ROTATE LIST)		<u>Definitely should not</u>	<u>Probably should not</u>	<u>Probably should</u>	<u>Definitely should</u>	<u>Don't know (Don't read)</u>
13.	To find and remove contaminated food from grocery stores	5%	17%	39%	37%	2%
14.	To educate students in the kindergarten through the 12th grade	2%	3%	20%	74%	1%
15.	To check the accuracy of grocery store checkout scanners	9%	26%	40%	24%	1%
16.	To enforce traffic laws	2%	13%	39%	44%	1%
17.	To measure the accuracy of gasoline fuel pumps	4%	13%	34%	47%	2%

From what you know or have heard, what local, state, or federal agencies are involved in inspecting our food and ensuring its safety? (UNAIDED—MARK ALL MENTIONED)

	<u>Mentioned</u>	<u>Not mentioned</u>
18. County Health Department	2%	98%
19. Environmental Protection Agency	1%	99%
20. FDA / Food & Drug Administration	30%	70%
21. Homeland Security	0%	100%
22. Police / Fire Department	0%	100%
23. USDA / United States Department of Agriculture	13%	87%
24. Utah Department of Agriculture and Food	23%	77%
25. Utah Department of Environmental Quality / DEQ	0%	100%
26. Utah Department of Health	16%	84%
27. US Department of Health and Human Services	2%	98%
28. Other (SPECIFY _____)	10%	90%
29. Don't know	32%	68%

30. In your opinion, who should have the primary responsibility to ensure that our food supply is safe? Should it be ...

Federal government	16%
State government	15%
Private business	9%
Private business, as well as state or federal government	52%
Someone else (SPECIFY _____)	7%
Neither (DO NOT READ)	0%
Don't know / refuse (DO NOT READ)	1%

The next questions are about shopping for food and groceries...

31. When shopping for food, approximately how often do you check to see where the product came from?

Always	10%
Sometimes	59%
Never	25%
Depends (SPECIFY _____)	5%
Don't know (DO NOT READ)	1%

When shopping for food, how important are each of the following. Please use a 1-to-5 scale: 1 means *not at all important*, and 5 means *very important*.

(ROTATE LIST)	Not at all important	1	2	3	4	Very important 5	Don't know (VOL)	Mean score
32. Price	0%	2%	14%	31%	51%	0%		4.31
33. Freshness	0%	1%	3%	26%	70%	0%		4.66
34. Nutritional value	0%	0%	15%	34%	51%	0%		4.35
35. Organically grown	20%	22%	32%	17%	9%	0%		2.73
36. Brand name	21%	25%	29%	18%	7%	1%		2.64
37. Locally grown	4%	11%	36%	27%	21%	0%		3.50
38. Location of store	3%	7%	19%	38%	33%	0%		3.92
39. Store preference	7%	10%	22%	36%	22%	3%		3.58

40. Last summer, approximately how often did you shop at a farmer's market or a roadside produce stand?

Never	25%
Once or twice	37%
About once a month	13%
A few times a month	11%
Weekly	10%
More than once a week	3%
Don't know / refuse (DO NOT READ)	0%

41. In the last month, approximately how often did you buy groceries?

Never	0%
Once (a month)	3%
Twice (a month)	12%
Once a week	54%
A few times a week	28%
Practically every day	4%
Don't know / refuse (DO NOT READ)	0%

42. In the last month, approximately how often did you eat out at a restaurant or get fast food?

Never	6%
Once (a month)	9%
Twice (a month)	23%
Once a week	29%
A few times a week	27%
Practically every day	7%
Don't know / refuse (DO NOT READ)	0%

43. When you hear news stories from other countries about mad cow disease in their beef, how concerned are you about the safety of the beef in your local supermarket? Please use a 1-to-5 scale: one means not at all concerned and five means very concerned.

1 / Not at all concerned	22%
2	15%
3	20%
4	15%
5 / Very concerned	27%
Don't know (DO NOT READ)	1%
Mean score	3.11

Please tell me if you agree or disagree with the following statements about the production of food in Utah. Please use a 1-to-5 scale: One means strongly disagree and five means strongly agree.

44. A small portion of the existing tax on food should be spent to ensure a safe food supply.

1 / Strongly disagree	5%
2	4%
3	23%
4	29%
5 / Strongly agree	40%
Don't know (DO NOT READ)	0%
Mean score	3.95

45. Local, state, and federal government agencies do a good job of inspecting our food and ensuring its safety?

1/ Strongly disagree	2%
2	10%
3	35%
4	34%
5 / Strongly agree	18%
Don't know (DO NOT READ)	2%
Mean score	3.57

46. Farming and ranching are important to the future of the State of Utah.

1/ Strongly disagree	0%
2	1%
3	7%
4	24%
5 / Strongly agree	67%
Don't know (DO NOT READ)	1%
Mean score	4.56

47. The continued development of farmland into subdivisions or other developments will eventually impact my choices at the grocery store.

1 / Strongly disagree	5%
2	2%
3	19%
4	22%
5 / Strongly agree	50%
Don't know (DO NOT READ)	2%
Mean score	4.11

48.	Bio-technology in agriculture—including modifying seeds to increase production and creating insect-resistant crops—threatens our food safety and purity.		
	1 / Strongly disagree		13%
	2		13%
	3		28%
	4		18%
	5 / Strongly agree		22%
	Don't know (DO NOT READ)		5%
	Mean score		3.24
49.	Farmers and ranchers are responsible stewards of the land.		
	1 / Strongly disagree		2%
	2		4%
	3		17%
	4		32%
	5 / Strongly agree		43%
	Don't know (DO NOT READ)		2%
	Mean score		4.11
50.	Livestock grazing on public lands is acceptable.		
	1 / Strongly disagree		5%
	2		2%
	3		18%
	4		31%
	5 / Strongly agree		41%
	Don't know (DO NOT READ)		2%
	Mean score		4.04

Finally, we just have a few questions to help us categorize your responses...

51.	Where do you get <u>most</u> of your news and information?		
	Newspaper		24%
	Radio		6%
	Internet		19%
	Television		42%
	Magazines		0%
	Word of mouth (friends, family, co-workers)		0%
	Other (SPECIFY _____)		8%
	Don't know (DO NOT READ)		0%

What is your personal association with farming and ranching...

52.	Have you ever lived on a farm or ranch?		
	Yes, currently		1%
	Yes, in the past, but not now		37%
	No, never		61%
	Don't know / refuse (DO NOT READ)		0%

53. Have either of your parents lived on a farm or ranch?
- |                                   |     |
|-----------------------------------|-----|
| Yes, currently                    | 6%  |
| Yes, in the past, but not now     | 60% |
| No, never                         | 33% |
| Don't know / refuse (DO NOT READ) | 0%  |
54. Have any other relatives lived on a farm or ranch?
- |                                   |     |
|-----------------------------------|-----|
| Yes, currently                    | 30% |
| Yes, in the past, but not now     | 45% |
| No, never                         | 24% |
| Don't know / refuse (DO NOT READ) | 0%  |
55. Do you have any other associations with farming or ranching?
- |                          |     |
|--------------------------|-----|
| YES (SPECIFY _____)      | 20% |
| No                       | 78% |
| Don't know (DO NOT READ) | 2%  |
56. What is your age category?
- |                      |     |
|----------------------|-----|
| 18 to 30             | 10% |
| 31 to 50             | 35% |
| 51 to 70             | 35% |
| 71 or older          | 20% |
| Refuse (DO NOT READ) | 0%  |
57. What is the highest level of formal education you have completed?
- |                             |     |
|-----------------------------|-----|
| High school or less         | 18% |
| Some college or tech school | 26% |
| College graduate            | 35% |
| Post-college graduate       | 21% |
| Refuse (DO NOT READ)        | 0%  |
58. How many people are there living in your household?
- |                                   |     |
|-----------------------------------|-----|
| One                               | 15% |
| Two                               | 36% |
| Three                             | 15% |
| Four                              | 15% |
| Five or more                      | 20% |
| Don't know / refuse (DO NOT READ) | 0%  |
59. During a typical week in your household, approximately how much is spent on food at the grocery store? Would you say it is ...?
- |                                   |     |
|-----------------------------------|-----|
| Less than \$50                    | 13% |
| \$51 to \$100                     | 42% |
| \$101 to \$150                    | 27% |
| \$151 to \$200                    | 11% |
| More than \$200                   | 5%  |
| Don't know / refuse (DO NOT READ) | 1%  |

60. Which of the following categories best describes your ethnic or racial background?

Caucasian	92%
Black or African American	0%
Native American	1%
Hispanic or Latino	4%
Asian or Asian American	1%
Other	2%
Refuse (DO NOT READ)	0%

61. Which of the following best describes your approximate annual household income?

Less than \$25,000	10%
\$25,000 to \$50,000	22%
\$50,001 to \$75,000	21%
\$75,001 to \$100,000	16%
\$100,001 to \$150,000	11%
More than \$150,000	6%
Don't know / refuse (DO NOT READ)	13%

That completes our survey. Thanks for taking this call from Dan Jones & Associates.

62. Gender (DO NOT ASK—CODE FROM OBSERVATION)

Male	50%
Female	50%

63. County (DO NOT ASK—CODE FROM SAMPLE)

Weber	11%
Davis	14%
Salt Lake	54%
Utah	21%